



**APPALACHIAN
REGIONAL
COMMISSION**

*A Proud Past,
A New Vision*

PROJECT ANNOUNCEMENT

Subject: Jonesborough International Storytelling Center Online Network
ARC Project Number: TN-15781-302-09

Grantee: International Storytelling Center
Jonesborough, TN

Local Contact: Jimmy Smith
423-913-8210 **Congressional District(s):** 1,2,3,4,6

Funding:	ARC	\$ 52,500
	Local	52,500
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	Total	\$105,000

JAN 16 2009

WASHINGTON, D.C.- The Appalachian Regional Commission announced today approval of a grant in the amount of \$52,500 to the International Storytelling Center to aid in upgrading the center's web site and "e-commerce" capabilities.

The ARC project will assist the center in developing new designed products, and improve the overall content of the web site which will result in enhanced "e-Commerce" functionality for the center. ARC funds will also underwrite web hosting costs and support services. It is estimated that 30,000 people worldwide will visit the center's web site annually and download and purchase educational and training materials. It is also estimated that approximately 45,000 people will visit the center by 2011 and it is absolutely necessary for the center to have a state-of-the-art functioning web site and internal communications network in place. The ARC grant is part of a major program being undertaken by the center to greatly improve the center's effectiveness and overall product and service delivery. The overall program that is being undertaken will take several years to complete and it is essential that this project be undertaken as soon as possible.

In addition to ARC funds, local sources will provide \$52,500, bringing the total project funding to \$105,000.

ARC funding for this project is provided through a special ARC regional initiative which targets funds to encourage and support the use of telecommunications technologies.